



Industries / Ecommerce

This USA based client is a leading fashion retailer of exclusive clothes of various renowned brands. Client offers outfits and accessories for various occasions. They specialize in offering people unique and stylish options as per latest fashion trends.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

Problem Statement

There was a need to target the high performing themes and industry specific key phrases in the client's niche to bring in significant traffic for the website. This required extensive research into the client specific domain and tailor a SEO campaign accordingly.

CIS Solution

We worked on full-time basis on the project & sent daily task reports, weekly keywords ranking report & monthly traffic report to client. We adopted the following approach:-

- ◆ Keyword research and analysis to identify the top keywords for the particular industry and geographic region.
- ◆ Manual submission to top engines.
- ◆ Keyword ranking reports each week to assess progress (Google, Yahoo and Bing).
- ◆ High rank incoming links.
- ◆ Local business submission to Google Maps / Yahoo / Bing.
- ◆ Sitemap creation and submission.

Services

- ◆ Store Optimization
- ◆ Ecommerce SEO
- ◆ Product Page Optimization
- ◆ Website Speed Optimization(Mobile and Desktop)
- ◆ Conversion Rate Optimization

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Tools and Technology



Positive Outcome

As a result of SEO services by CIS, the website's traffic increased by more than 1000%, 60% of keywords return the website as the first result on Google's first page, number of keywords in top 10 of all search engines increased dramatically and the website moved up in USA for all primary keywords.

The company's sales have increased dramatically and the effects of our work have lead to a consistent, steady flow of leads and sales.

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S.No	Keywords	(Proxy Server) Ranking
1	d&h clothing	1
2	stylish tops designs	3
3	sexy plus size shirts	3
4	sexy plus tops	4
5	retro halter top	4
6	womens bubble dress	5
7	sexy chiffon tops	5
8	sexy shrugs	5
9	womens club shirts	5
10	stylish clubwear	6
11	sexy cheap shirts	6
12	sexy winter tops	6
13	hot club clothes	7
14	sexy capri pants	8
15	clubbing shirts	8

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All Users
100.00% Sessions

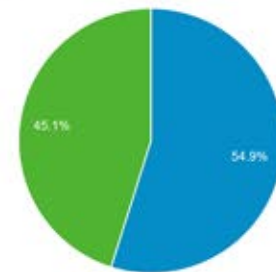
Oct 1, 2016 - May 31, 2017

Overview



Sessions 783,031	Users 429,472	Pageviews 6,997,334
Pages / Session 8.94	Avg. Session Duration 00:05:12	Bounce Rate 4.02%
% New Sessions 54.84%		

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	710,317	90.71%
2. en-gb	23,455	3.00%
3. en-ca	3,205	0.41%
4. ru	2,935	0.37%
5. tr	2,788	0.36%
6. ar	2,591	0.33%
7. it	2,508	0.32%
8. fr	2,001	0.26%
9. de	1,983	0.25%
10. zh-cn	1,920	0.25%

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Our Achievements



14+

YEARS
IN BUSINESS



05

WORLDWIDE
OFFICES



1000+

EXPERT
TEAMS



12+

Yr
WEB
EXPERIENCE



7+

Yr
MOBILE
EXPERIENCE



7+

Yr
MARKETING
EXPERIENCE



100+

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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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